



NEWS RELEASE

AND THE WINNER IS...

“Battle of the Bottles” Promoted Recycling in Herndon Neighborhoods

Herndon, VA (August 8, 2013) – It was a hard-fought contest, with both sides leaving it all on the battlefield. In the final tally, the Hunters Creek neighborhood bested the residents of The Four Seasons neighborhood in the “Battle of the Bottles,” a friendly competition to see which neighborhood could increase recycling the most.

The contest, which took place throughout the month of July, was produced by the Herndon Environmental Network (HEN) in partnership with the Town of Herndon and Meadows Farms Nurseries. The town’s Department of Public Works (DPW) weighed recycled materials collected from each neighborhood in June, to establish a baseline, then measured again in July to determine the winner. Hunters Creek recorded the highest increase in recyclables, at 13 percent, while Four Seasons ran a close second at 9.8 percent. Combined, the two neighborhoods increased their recycling tonnages by an average of 820 pounds per week.

The Hunters Creek neighborhood will be presented with a \$500 gift certificate from Meadows Farms Nurseries, which will be used to beautify common areas in the neighborhood. Both of the participating neighborhoods will be recognized by the Herndon Town Council at its public meeting on Tuesday, September 10, 7pm in the Ingram Council Chambers at 765 Lynn Street, Herndon.

“The real winner in the ‘Battle of the Bottles’ is the environment,” said Mayor Lisa Merkel. “We are extremely grateful to the residents of Hunters Creek and Four Seasons, to HEN, to Meadows Farms and to our own Public Works staff for spotlighting the importance of recycling through this fun, community-building competition.”

The Herndon Environmental Network was founded in 2011 by a group of Herndon-area residents concerned about environmental issues globally and in the community. Their mission is to improve the environment through education, initiatives and advocacy in the greater Herndon area. Find out more about HEN online at www.herndonenvironment.com.

The Town of Herndon was incorporated by the General Assembly of the Commonwealth of Virginia on January 14, 1879. Located in western Fairfax County, Herndon is the 3rd largest town in the Commonwealth and is home to more than 23,000 citizens. Businesses located within the Town of Herndon range from high tech enterprises and major corporations to entrepreneurially-owned establishments. *Business Week* Magazine has named Herndon one of the nation’s “Best Affordable Suburbs,” *Money* Magazine has ranked Herndon among its “Best Places for the Rich and Single,” and CNNMoney.com has named Herndon one of the “Best Places to Live in America.” Visit the town online at www.herndon-va.gov.

Meadows Farms Nurseries have been providing the greater Washington DC area with the best quality plants and landscaping services for over 50 years. The nursery provides any and all products related to planting and landscaping for lawns and gardens.

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